



General Assembly

Substitute Bill No. 1024

January Session, 2019



**AN ACT CONCERNING A MATCHING GRANT PROGRAM IN
REGIONAL TOURISM DISTRICTS.**

Be it enacted by the Senate and House of Representatives in General Assembly convened:

1 Section 1. Section 10-397 of the general statutes is repealed and the
2 following is substituted in lieu thereof (*Effective from passage*):

3 (a) There are established three regional tourism districts, each of
4 which shall promote and market districts as regional leisure and
5 business traveler destinations to stimulate economic growth. The
6 districts shall be as follows:

7 (1) The eastern regional district, which shall consist of Ashford,
8 Bozrah, Brooklyn, Canterbury, Chaplin, Colchester, Columbia,
9 Coventry, East Lyme, Eastford, Franklin, Griswold, Groton, Hampton,
10 Killingly, Lebanon, Ledyard, Lisbon, Lyme, Mansfield, Montville, New
11 London, North Stonington, Norwich, Old Lyme, Plainfield, Pomfret,
12 Preston, Putnam, Salem, Scotland, Sprague, Sterling, Stonington,
13 Thompson, Union, Voluntown, Waterford, Willington, Windham and
14 Woodstock;

15 (2) The central regional district, which shall consist of Andover,
16 Avon, Berlin, Bethany, Bloomfield, Bolton, Branford, Canton, Cheshire,
17 Chester, Clinton, Cromwell, Deep River, Durham, East Granby, East
18 Haddam, East Hampton, East Hartford, East Haven, East Windsor,

19 Ellington, Enfield, Essex, Farmington, Glastonbury, Granby, Guilford,
20 Haddam, Hamden, Hartford, Hebron, Killingworth, Madison,
21 Manchester, Marlborough, Meriden, Middlefield, Middletown,
22 Milford, New Britain, New Haven, Newington, North Branford, North
23 Haven, Old Saybrook, Orange, Plainville, Portland, Rocky Hill,
24 Simsbury, Somers, South Windsor, Southington, Stafford, Suffield,
25 Tolland, Vernon, Wallingford, West Hartford, West Haven,
26 Westbrook, Wethersfield, Windsor, Windsor Locks and Woodbridge;
27 and

28 (3) The western regional district, which shall consist of Ansonia,
29 Barkhamsted, Beacon Falls, Bethel, Bethlehem, Bridgeport,
30 Bridgewater, Bristol, Brookfield, Burlington, Canaan, Colebrook,
31 Cornwall, Danbury, Darien, Derby, Easton, Fairfield, Goshen,
32 Greenwich, Hartland, Harwinton, Kent, Litchfield, Middlebury,
33 Monroe, Morris, Naugatuck, New Fairfield, New Hartford, New
34 Milford, New Canaan, Newtown, Norfolk, North Canaan, Norwalk,
35 Oxford, Plymouth, Prospect, Redding, Ridgefield, Roxbury, Salisbury,
36 Seymour, Sharon, Shelton, Sherman, Southbury, Stamford, Stratford,
37 Thomaston, Torrington, Trumbull, Warren, Washington, Waterbury,
38 Watertown, Weston, Westport, Wilton, Winchester, Wolcott and
39 Woodbury.

40 (b) Each regional tourism district shall be overseen by a board of
41 directors consisting of one representative from each municipality
42 within the district, appointed by the legislative body of the
43 municipality and, where the legislative body is a town meeting, by the
44 board of selectmen. Any such member of a board of directors shall
45 serve for a term of three years. In addition, the board of directors may
46 appoint up to twenty-one persons representing tourism interests
47 within the district to serve on the board. No board member shall be
48 deemed a state employee for serving on said board. All appointments
49 to the board of directors shall be reported to the Commissioner of
50 Economic and Community Development.

51 (c) The provisions of the Freedom of Information Act, as defined in

52 section 1-200, shall apply to each regional tourism district.

53 (d) Each tourism district shall adopt a charter and bylaws governing
54 its operation.

55 (e) Each regional tourism district shall (1) comply with uniform
56 standards for accounting and reporting expenditures that are
57 established by the Department of Economic and Community
58 Development in accordance with section 10-392 and are based on
59 industry accounting standards developed by the International
60 Association of Convention and Visitor Bureaus or other national
61 organizations related to tourism, and (2) on or before January first of
62 each year, submit to the department, the Office of Policy and
63 Management and the Office of Fiscal Analysis an independent audit in
64 accordance with the provisions of sections 4-230 to 4-236, inclusive.

65 (f) Each regional tourism district shall solicit and may accept private
66 funds for the promotion of tourism within its towns and cities and
67 shall coordinate its activities with any private nonprofit tourist
68 association within the district and within this state, that promotes
69 tourism industry businesses in this state, in order to foster cooperation
70 in the promotion of such businesses. Any funds received by a regional
71 tourism district may be deposited in the account established in section
72 10-395 or in an account established by such tourism district to receive
73 such funds.

74 (g) The central regional district office shall be located within the
75 department.

76 (h) The commissioner shall, within available appropriations,
77 distribute tourism funding evenly among the three tourism districts.

78 (i) Each regional tourism district may establish and administer a
79 matching grant program for any tourism industry business, tourism
80 destination, or not-for-profit arts and culture organization that has
81 received private funds for the marketing of such business, destination,
82 organization or regional tourism district. Such grants shall be used for

83 the marketing of such business, destination, organization or regional
84 tourism district.

This act shall take effect as follows and shall amend the following sections:

Section 1	<i>from passage</i>	10-397
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CE *Joint Favorable Subst.*